

# CH-Vintage-FINAL

## Designation List Report



Hartvigson, Chad

2022-07-21

PL Designations	00:01:27
DEF Counter	00:03:46
<b>TOTAL RUN TIME</b>	<b>00:05:13</b>

**CH-Vintage-FINAL**

DESIGNATION	SOURCE	DURATION	ID
6:22 - 6:24	<b>Hartvigson, Chad 2022-07-21</b>	00:00:07	<b>CH-Vintage-FINAL</b>
6:22	Q. Mr. Hartvigson, first, could you state your full name		.1
6:23	for the record.		
6:24	A. Chad Allen Hartvigson.		
7:11 - 7:13	<b>Hartvigson, Chad 2022-07-21</b>	00:00:06	<b>CH-Vintage-FINAL</b>
7:11	Q. Okay. And so do you understand that you are here today		.2
7:12	to testify in your individual capacity?		
7:13	A. Yes.		
7:19 - 7:22	<b>Hartvigson, Chad 2022-07-21</b>	00:00:08	<b>CH-Vintage-FINAL</b>
7:19	Q. Do you understand that you are here today to also		.3
7:20	testify as the corporate representative for Vintage		
7:21	Brand, LLC?		
7:22	A. Yes.		
9:03 - 9:06	<b>Hartvigson, Chad 2022-07-21</b>	00:00:15	<b>CH-Vintage-FINAL</b>
9:03	Q. And what is the address for your primary place of		.4
9:04	business?		
9:05	A. 6415 Northeast 135th Place. That's Kirkland,		
9:06	Washington 98034.		
128:15 - 129:16	<b>Hartvigson, Chad 2022-07-21</b>	00:01:58	<b>CH-Vintage-FINAL</b>
128:15	Q. Okay. And what is the difference between what Vintage		.5
128:16	Brand does and what Prep Sportswear does?		
128:17	A. So Vintage Brand is a company that curates historical,		
128:18	artistic images and makes those available to the		
128:19	consuming public to purchase, with those reproduced on		
128:20	different forms of merchandise. Vintage Brand does		
128:21	everything on their own brand, so all of the items are		
128:22	Vintage Brand branded products.		
128:23	Prep Sportswear works in a different market, high		
128:24	schools and youth sports teams, to print the names and		
128:25	current schools and teams on products. And they do		
129:01	Chad A. Hartvigson		
129:02	printing on other people's branded products, not Prep		
129:03	Sportswear branded product.		
129:04	Both companies, you know, operate their individual		
129:05	websites and their technology stacks are entirely		
129:06	different. Technology that runs both websites are		
129:07	entirely different. And the manufacturing processes		
129:08	that create the -- the goods are entirely separate and		
129:09	different printing processes.		

**CH-Vintage-FINAL**

DESIGNATION	SOURCE	DURATION	ID
	129:10 Q. What's the difference in the manufacturing process 129:11 between the Prep Sportswear goods and the Vintage Brand 129:12 goods? 129:13 A. So the Vintage Brand products are printed with what's 129:14 called a dye-sublimation printing process, and the Prep 129:15 Sportswear products use embroidery, heat press, and 129:16 direct-to-garment printing.		
129:17 - 129:23	<b>Hartvigson, Chad 2022-07-21</b>	00:00:18	<b>CH-Vintage-FINAL</b>
	129:17 Q. And so none of the Prep Sportswear products are printed 129:18 with the dye-sublimation process? 129:19 A. That's correct. 129:20 And the Prep Sportswear also includes -- we talked 129:21 about the made-from-scratch items, which we call print, 129:22 cut, sew. So we print on white fabric, cut it, and sew 129:23 it to make a final garment.	.6	
129:24 - 130:08	<b>Hartvigson, Chad 2022-07-21</b>	00:00:25	<b>CH-Vintage-FINAL</b>
	129:24 Q. And does Prep Sportswear sell products that use 129:25 university logos? 130:01 Chad A. Hartvigson 130:02 A. Yes. 130:03 Q. And does Prep Sportswear sell those products under 130:04 licenses? 130:05 A. Some of them. 130:06 Q. Does it sell products using university logos for which 130:07 it does not have a license? 130:08 A. Yes.	.7	
130:17 - 130:19	<b>Hartvigson, Chad 2022-07-21</b>	00:00:05	<b>CH-Vintage-FINAL</b>
	130:17 Q. But sometimes you'll just sell the products without 130:18 getting a license? 130:19 A. That's correct.	.8	
130:20 - 131:13	<b>Hartvigson, Chad 2022-07-21</b>	00:01:00	<b>CH-Vintage-FINAL</b>
	130:20 Q. Are any of your reasons for getting a license as 130:21 opposed to not getting a license unrelated to legal 130:22 reasons? 130:23 A. No. 130:24 Q. Do you consider whether or not a school is likely to 130:25 sue you in deciding whether or not to secure a license? 131:01 Chad A. Hartvigson 131:02 A. No.	.9	

**CH-Vintage-FINAL**

DESIGNATION	SOURCE	DURATION	ID
	131:03 Q. Do you consider the size of a school in deciding 131:04 whether or not to secure a license? 131:05 A. No. 131:06 Q. Do you consider whether the school has registered 131:07 trademarks in deciding whether or not to get a license? 131:08 A. Yes. 131:09 Q. Vintage Brand has no licenses with anyone, correct? 131:10 A. That's correct. 131:11 Q. But Vintage Brand is using Penn State registered 131:12 trademarks on its merchandise, correct? 131:13 A. I don't know.		
131:14 - 131:23	<b>Hartvigson, Chad 2022-07-21</b>	00:00:25	<b>CH-Vintage-FINAL .10</b>
	131:14 Q. Does it make any difference to you in deciding whether 131:15 or not to use an image if it's a registered trademark 131:16 or not? 131:17 A. Could you repeat that? 131:18 Q. Does Vintage Brand consider whether an image is a 131:19 registered trademark before putting it on merchandise? 131:20 A. Yes. 131:21 Q. If it's a registered trademark, will Vintage Brand not 131:22 use it? 131:23 A. Yes.		
231:07 - 231:18	<b>Hartvigson, Chad 2022-07-21</b>	00:00:27	<b>CH-Vintage-FINAL .11</b>
	231:07 Q. All right. So, I believe you testified earlier you 231:08 don't have any knowledge of who Vintage Brand's 231:09 customers are. Is that correct? 231:10 A. That's correct. 231:11 Q. So I take it you've never conducted any research 231:12 into -- well, I won't -- 231:13 Have you ever conducted any research into which 231:14 customers to target? 231:15 A. No. 231:16 Q. And do you have any idea as to the demographics of your 231:17 customers? 231:18 A. No.		

PL Designations	00:01:27
DEF Counter	00:03:46
<b>TOTAL RUN TIME</b>	<b>00:05:13</b>